

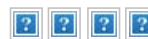
**From:** [International Downtown Association](#)  
**To:** [Kent Smith](#)  
**Subject:** IDAdvantage July 16, 2015: Observations on the rise of innovation districts  
**Date:** Thursday, July 16, 2015 12:20:34 PM

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IDA San Francisco

## One year after: Observations on the rise of innovation districts

BROOKINGS

Innovation districts capture the remarkable spatial pattern underway in the innovation economy—the heightened clustering of anchor institutions, companies, and start-ups in small geographic areas of central cities across the United States, Europe, and other global-trading regions.

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David Downey



NEWS FROM THE TOP

## San Francisco Shaping up to be Outstanding Event

DAVID DOWNEY, CAE, ASSOC. AIA, PRESIDENT & CEO



San Francisco is shaping up to be an outstanding opportunity to connect with peers and be energized by an inspirational city. We have secured exciting Bay Area Master Talk's from Gabriel Metcalf, President & CEO of SPUR; Susan Mernit, CEO of Hack the Hood; and thought leaders representing Airbnb, Burning Man and more . A truly international event, this year's agenda includes speakers from North America, United Kingdom, Mexico, Japan, and Germany. A special master talk to lift every practitioners aspirations will be delivered by one of IDA's previous leaders and now Deputy Mayor of Seattle, WA, Kate Joncas. Yes it's shaping up to a great event you won't want to miss.

Joncas



Visit [IDA's 61st Annual Conference and Tradeshow](#) site often for updates, and don't miss tomorrow's extra early deadline... it's new this year. We know costs are always a challenge and a destination like San Francisco comes at a premium which is why we added the additional early bird rates and deadline. With the hotel nearing capacity, we are securing overflow rooms at other properties.

Look for updates on hotel rooms and much more each week as we release additional details. Hope to see you in San Francisco!

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## MEMBER NEWSMAKERS

### New York City is turning smart garbage bins into free wi-fi hotspots

CITYLAB

Garbage cans may no longer be just for junk. Bigbelly, a Massachusetts-based waste management company, is hoping to turn its trash and recycling bins into wireless hotspots throughout New York City.

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### A new mural links two Toronto districts

CANADIAN NEWSWIRE

The Toronto Entertainment District Business Improvement Area (TOED BIA) and the Toronto Financial District BIA unveiled a multi-colored mural as a shared contribution to the aesthetic improvements to the retaining wall at the University triangle (University Avenue, Front Street and York Street).

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### Food and beverage businesses along Hillsborough Street getting a boost

TRIANGLE BUSINESS JOURNAL

Boosters for Raleigh's Hillsborough Street municipal tax district are putting up a strong argument for food and beverage businesses that might be looking to locate or expand along Hillsborough Street.

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### Modular racks being discussed for publications downtown

WINSTON-SALEM JOURNAL

Compact modular units could appear one day on the sidewalks of Winston-Salem as a way of distributing newspapers and other publications downtown. The modular units would replace the long lines of metal and plastic vending racks that some downtown advocates call unsightly and, in some cases, a potential danger to pedestrians.

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Eco Counter



**Who would you tell if you knew how many people visit your district?** With over 7,000 systems worldwide, Eco-Counter is a leader in automatic pedestrian counters. BIDs use count data to understand trends, make informed decisions about events, and create effective strategies. For more information, visit [www.eco-counter.com](http://www.eco-counter.com).

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## THIS WEEK @ IDA

IDA San Francisco



### Pre-Registration Ends Friday for IDA's 61st Annual Conference & Tradeshow

Registration for [IDA's 61st Annual Conference & Tradeshow](#) is now open! This year, we're excited to introduce a new, earlier registration option, that offers the lowest possible rate. But don't delay, pre-registration ends Friday!

Join us in San Francisco, September 30 - October 2, 2015.

This three-day conference will focus on how district management organizations "bridge the gap" every day, delivering elevated public services and enhanced local economic development in a dynamic, changing marketplace.

Pre-Registration is open through July 17, 2015. Be sure to [preview all the pre-conference tours and workshops](#) so you know exactly what to register for! Remember, IDA members receive a steep discount on registration fees, so if you're not already a member, [consider joining today](#). Plus, new members who also register for the conference will receive 33% their membership dues!

[Ready to go? Click here to register.](#)

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## DOWNTOWN TALK

### The complex funder pushing creative placemaking with millions in new grants

#### INSIDE PHILANTHROPY

Today, ArtPlace America is announcing the winners of its 2015 grants and asked if we wanted to take a first look at where \$10 million in funds is heading. Of course we did, since we've long been super-interested in ArtPlace, and for a couple of reasons.

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## Reinvention in the rust belt

#### THE ECONOMIST

"THEIR biggest concern is the abandoned buildings," says Karen Freeman-Wilson, the Democratic mayor of Gary. She holds weekly one-to-ones with residents, 15 minutes each, to find out what most worries them. Gary, which is south-east of Chicago on Lake Michigan, has some 5,000 boarded-up houses, around a quarter of the city's buildings. They are an eyesore, many of them are dangerous and criminals like to hide in them.

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## The Airbnb effect

#### SF CHRONICLE

Both Airbnb and its San Francisco critics are correct. Most of the booming vacation-rental company's local listings are only occasionally rented to travelers, as Airbnb says. However, at least 350 entire properties listed on Airbnb — and hundreds more listed on competing sites HomeAway/VRBO and FlipKey — appear to be full-time vacation rentals, bolstering claims by activists that the services remove scarce housing from the city's limited inventory.

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## On downtown Berkeley street, the poetry is underfoot

#### BERKLEYSIDE

On a downtown Berkeley city block, poetry is a constant companion. Stretched along both sides of Addison Street between Milvia Street and Shattuck Avenue, cast-iron "stepping stone" plaques engraved with fired, glass porcelain enamel lettering speak the language of poets from Ohlone Indians to contemporary wordsmiths.

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## Millennials need to be heard

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## Closing streets to cars for walkers and cyclists is getting more popular by the minute

## DEMOCRATS & CHRONICLE

Contradicting conventional wisdom, Rochester-area millennials aren't counting down the days until they can flee Monroe County for greater opportunities elsewhere. In fact, they'd really rather stay here, at least according to the findings of the monroe200 report spearheaded by Monroe County Executive Maggie Brooks

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## How transit-oriented development benefits local economies

### SUSTAINABLE CITIES COLLECTIVE

While rapid growth can cause a range of problems for cities, urbanization can also be an opportunity to change how cities are planned, making them more sustainable, people-centered places. Rethinking current patterns of expansion for a more compact and connected model can expand employment opportunity, access to quality public spaces, the supply of sustainable transport, and enhance economic activity.

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## NEXT CITY

As more U.S. cities adopt Vision Zero plans and adapt to become more bike and pedestrian friendly, so are they closing down their streets to cars. While the country might have a long way to go to get to the car-free center city Dublin is planning, walkability and cycling advocates continue to score wins for a more balanced use of our urban streets.

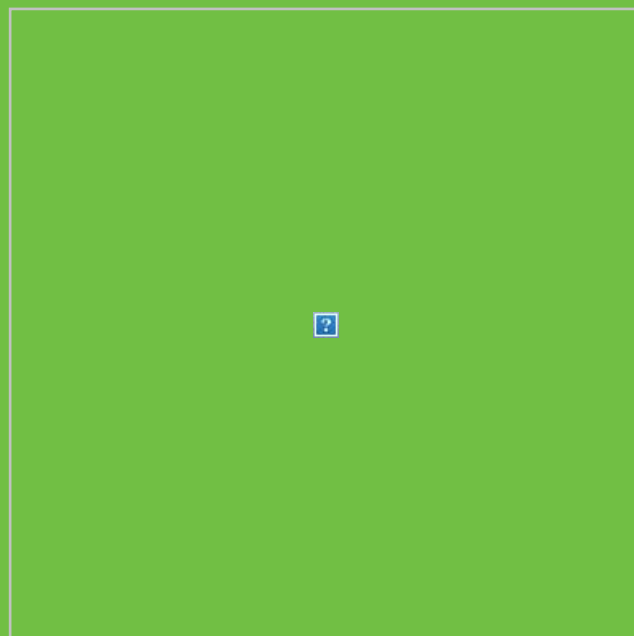
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## Can a new way to measure streets help advocates tame speeding?

### STREETSBLOG USA

You've heard of sensors that can count cars or bikes. Tools like that can help transportation planners make smarter decisions about where bike infrastructure is needed, for example. A new digital tool called Placemeter aims to measure streets at a much more fine-grained level, analyzing a variety of different aspects of movement in an urban environment.

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